

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for selecting and viewing a directory listing over a computer network comprising:
 - receiving a search request from a user;
 - presenting a plurality of directory listings to the user based on the search request wherein each of the listings has ~~an associated~~ sponsor;
 - providing each of the directory listings with an exclusive offer to self sponsor the directory listing;
 - receiving a user's selection of one of the directory listings;
 - retrieving the active and browseable pre-existing sponsor web page associated with the directory listing selected by the user if the directory listing is a self sponsor;
 - retrieving the active and browseable pre-existing sponsor web page from a third party sponsor if the directory listing did not self sponsor; and
 - displaying the directory listing selected by the user concurrently with the ~~associated sponsor's~~ active and browseable pre-existing sponsor web page that was retrieved in a single web page, wherein no further browsing is required to see the content of the sponsor web page.
2. (Previously Presented) The method of claim 1, wherein said presenting step comprises displaying the plurality of directory listings on a single web page, with no sponsor web page.
3. (Canceled)
4. (Canceled)

5. (Currently Amended) The method of claim 1 -4, wherein, in said displaying step, the sponsoree listing is displayed with a call now button that automatically provides telephone communications between the user and a selected listee through an internet connection when the call now button is selected by the user.
6. (Previously Presented) The method of claim 5, wherein a call using the call now button is free to the user.
7. (Previously Presented) The method of claim 6, wherein the call may be charged to one of the following: the selected listee, the sponsor of the selected listee, or another sponsor.
8. (Previously Presented) The method of claim 5, further comprising playing an advertisement to the user prior to connecting the user with the selected listee.
9. (Previously Presented) The method of claim 5, further comprising playing an advertisement to the listee prior to connecting the user with the selected listee.
10. (Original) The method of claim 1, further comprising displaying a licensee's data if the user connected to the directory from a licensee.
11. (Previously Presented) The method of claim 10, further comprising tracking the user for data mining purposes.
- 12-30. (Canceled)
31. (Previously Presented) The method of claim 1, wherein sponsor information may be navigated by the user.
32. (Currently Amended) A method for selecting and viewing a directory listing over a computer network comprising:
 - receiving a search request from a user;
 - presenting a the directory listing to the user based on the search request;

selecting one of the directory listings;
providing each of the directory listings with an exclusive offer to self sponsor;
displaying listee information for the selected directory listing with a self sponsored
web page if the selected directory listing is self sponsored; and
displaying the listee information for the selected directory listing with a third party
sponsor web page if the selected directory listing did not self sponsored
transmitting listee information, and URL information of a sponsor for browseable pre-
existing web page concurrently with the listing.

33. (Previously Presented) The method of claim 32, wherein the listee information includes contact information related to the listee.

34. (Cancelled)

35. (Cancelled)

36. (Currently Amended) The method of claim 32, wherein the sponsor ~~information web~~ page includes multi-media objects.

37. (Currently Amended) The method of claim 32, ~~wherein the~~ further comprising:
providing framing information that frames the listee information in a web page and
~~the sponsor information in an HTML frame~~ in the web page.

38. (Currently Amended) The method of claim 37, wherein the sponsor information may be navigated by the user.

39. (Currently Amended) The method of claim 38, further comprising:
determining if that a backer is offering to paying a higher impression price to sponsor the listee information wishes to sponsor the directory listing; and
bumping removing the third party sponsor web page from sponsorship of the directory listing in favor of a backer web page from the backer paying a higher impression price.

40. (Previously Presented) The method of claim 32, further comprising:
communicating accounting logic to bill the sponsor based upon impression criteria.
41. (Previously Presented) The method of claim 40, wherein the impression criteria includes
the number of times the sponsor information is displayed.
42. (Previously Presented) The method of claim 40, wherein the impression criteria includes
a billing period of time.
43. (Previously Presented) The method of claim 40, wherein the accounting logic provides a
basis for which incentives are provided to the user.
44. (Previously Presented) The method of claim 32, further comprising transmitting call
connection logic to the user to display a call connection option with which a potential
sponsor may communicate with the system.
45. (Previously Presented) The method of claim 32, further comprising:
searching the directory listings to determine a category of listee available for
sponsorship.
46. (Previously Presented) The method of claim 45, wherein the category of listee
available for sponsorship includes at least one of zip code, city, user data, demographic,
keyword, Standard Industrial Classification (SIC), or individual directory listing.
47. (Previously Presented) The method of claim 46, further comprising:
providing a price quote to the sponsor of the category of listee available for
sponsorship.
48. (Previously Presented) The method of claim 47, wherein the price quote is based upon
the number of times the sponsor information is displayed.

49. (Previously Presented) The method of claim 47, wherein the price quote is based upon a billing period of time.

50. (Previously Presented) The method of claim 47, further comprising the sponsor entering an auction with other bidders if the sponsor declines the price quote.

51-70. (Cancelled)

71. (Currently Amended) A system for selecting and viewing a directory listing over a computer network comprising:

means for receiving a search request from a user;

means for presenting a plurality of directory listings to the user based on the search request wherein each of the directory listings has ~~an associated~~ sponsor;

means for receiving a user's selection of one of the directory listings;

means for displaying the directory listing selected by the user concurrently with the ~~first associated~~ sponsor's active and browseable pre-existing web page, wherein no further browsing is required to see the content of the sponsor's web page; and

means for providing ~~a listee of~~ the directory listing selected by the user with the exclusive right to select a ~~listee self sponsored~~ web page that is independently and concurrently displayed with the directory listing selected by the user and replace the sponsor's web page.

72. (Currently Amended) A data storage medium with computer-executable instructions for selecting and viewing a directory listing over a computer network comprising:

instructions for receiving a search request from a user;

instructions for presenting a plurality of directory listings to the user based on the search request wherein each of the directory listings has an associated sponsor;

instructions for receiving a user's selection of one of the directory listings;

instructions for displaying the directory listing selected by the user concurrently with the associated sponsor's active and browseable sponsor pre-existing web page wherein no further browsing is required to see a content of the sponsor's web page; and

instructions for providing a listee of the directory listing with the exclusive right to self sponsor and select a web page that is independently and concurrently displayed with the directory listing and replaces the associated sponsor's web page.

73. (Currently Amended) A system for selecting and viewing a directory listing comprising:
- means for receiving a search request from a user;
 - means for presenting a listing to the user based on the search request wherein each of the directory listings has an associated sponsor; ~~and~~
 - means for receiving a user's selection of one of the directory listings;
 - means for displaying the directory listing selected by the user concurrently with the associated sponsor's active and browseable pre-existing web page;
 - means for providing each of the directory listings with an exclusive offer to self sponsor; and
 - means for removing the sponsor's web page and displaying a listee web page concurrently with the directly listing selected by the user.

74. (Currently Amended) A data storage medium with computer-executable instructions for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to the search request submitted by ~~a the~~ user comprising:
- instructions for presenting a listing to the user based on the search criteria;
 - instructions for receiving a selection of one of the listing from the user;
 - instructions for providing each of the directory listings with an exclusive offer to self sponsor; and
 - instructions for transmitting listee information, self sponsor information, and HTML framing information ~~to the user listee for use in generating the associated a self sponsored's~~ active and browseable pre-existing web page.

75 - 78. (Cancelled)

79. (Currently Amended) A method for displaying a directory listing over a computer network, the method comprising:

presenting a plurality of directory listings to the user based on the search request wherein each of the listings has an associated sponsor;
providing each of the directory listings with an exclusive offer to self sponsor; and
displaying one of the directory listings selected by the user concurrently with the associated sponsor's active and browseable pre-existing web page;
wherein if the directory listing selected by the user accepts the self sponsor offer, the directory listing selected by the user is the sponsor and no further browsing is required to see a content of the sponsor web page.

80. (Cancelled)

81. (Previously Presented) The method of claim 79 wherein said presenting step comprises displaying the plurality of results on a single page, with no sponsor web page and wherein, said displaying step comprises, when a user selects a single result from the plurality of results, subsequently displaying the selected result with the sponsor's web page.

82. (Previously Presented) The method of claim 79 further comprising providing a listee of the directory listing with the exclusive right to select a listee web page that is independently and concurrently displayed with the directory listing and replaces the sponsor's web page.

83. (Previously Presented) The method of claim 82, wherein, in said displaying step, the listing is displayed with a call now button that automatically provides telephone communications between the user and a selected listee through an internet connection when the call now button is selected by the user.

84. (Previously Presented) The method of claim 83, wherein a call using the call now button is free to the user.

85. (Previously Presented) The method of claim 84, wherein the call may be charged to one of the following: the listee, the sponsor of the directory listing, or another sponsor.

86. (Previously Presented) The method of claim 83, further comprising:
 playing an advertisement to the user prior to connecting the user with the selected listee.
87. (Previously Presented) The method of claim 83, further comprising playing an advertisement to the user prior to connecting the user with the selected listee.
88. (Previously Presented) The method of claim 79, further comprising displaying a licensee's data if the user connected to the directory from a licensee.
89. (Previously Presented) The method of claim 88, further comprising tracking the user for data mining purposes.
90. (Previously Presented) The method of claim 79, wherein sponsor information may be navigated by the user.